

**#EU4Ocean**  
**#Youth4Ocean**  
**#EUBlueSchools**

## **EU4Ocean PLATFORM**

A focal point in Europe for professionals to connect,  
collaborate and mobilise efforts in Ocean Literacy

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# JOIN EU4Ocean!



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Design and participate  
in collective actions.



Develop and carry out  
ocean literacy projects.



Collaborate with researchers,  
industry experts, policymakers,  
artists, schools, and youth.



Participate in challenges to  
win awards with your own project  
or initiative.

# WHAT IS THE EU4Ocean PLATFORM? WHY SHOULD WE/I JOIN THE PLATFORM?



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The **EU4Ocean Platform** is one of the three communities of the **EU4Ocean Coalition**, a European Commission initiative launched in 2020 that connects existing efforts in Ocean Literacy throughout Europe, mobilises diverse stakeholders, and stimulates collaborations to co-design new Community Actions in Ocean Literacy.

The EU4Ocean Platform promotes **Ocean Literacy** and the sustainable use of the ocean. It is a collaborative platform that brings together stakeholders from a wide range of sectors, including academia, industry, civil society, and government, to work towards a common goal of **protecting and sustainably managing the Ocean**.

The EU4Ocean Platform aims to build a more informed, engaged, and sustainable ocean community in Europe and beyond. It facilitates dialogue and cooperation among stakeholders through workshops, conferences, and networking events.

The EU4Ocean Platform works in close collaboration with the two other EU4Ocean communities – the **Youth4Ocean Forum** and the **Network of European Blue Schools**.



**Join the EU4Ocean Platform** today and become part of a vibrant and engaged Ocean community!

Music  
& Arts



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Policy

Ocean  
advocacy

Blue  
economy

Civil  
Society

Social &  
behavioural  
Science

Youth

Climate  
science

Education &  
Outreach

Science  
Communication  
& Media

Marine &  
Maritime  
research

# WHAT ARE THE OBJECTIVES OF THE EU4Ocean PLATFORM?



The EU4Ocean platform brings together a **diverse community** of organisations, initiatives, networks, and projects, all collaborating to promote Ocean Literacy activities.

Our main objectives are to increase **Ocean Literacy**, promote **sustainable ocean management**, support **Ocean innovation**, and encourage **citizen engagement**. We're here to raise awareness and **understanding of the Ocean** among European citizens by providing **access to information, educational resources**, and exciting **opportunities for engagement**. We want to inspire the wider community into action, building momentum for Ocean Literacy activities in Europe.

As a member of the EU4Ocean Platform, you'll be part of a movement that is dedicated to promoting a holistic and integrated approach to ocean governance that considers environmental, economic, social, and cultural considerations. We're committed to supporting the implementation of the **European Union's Ocean policies** by fostering **cooperation** among stakeholders, **sharing best practices**, and promoting **sustainable Ocean governance**.

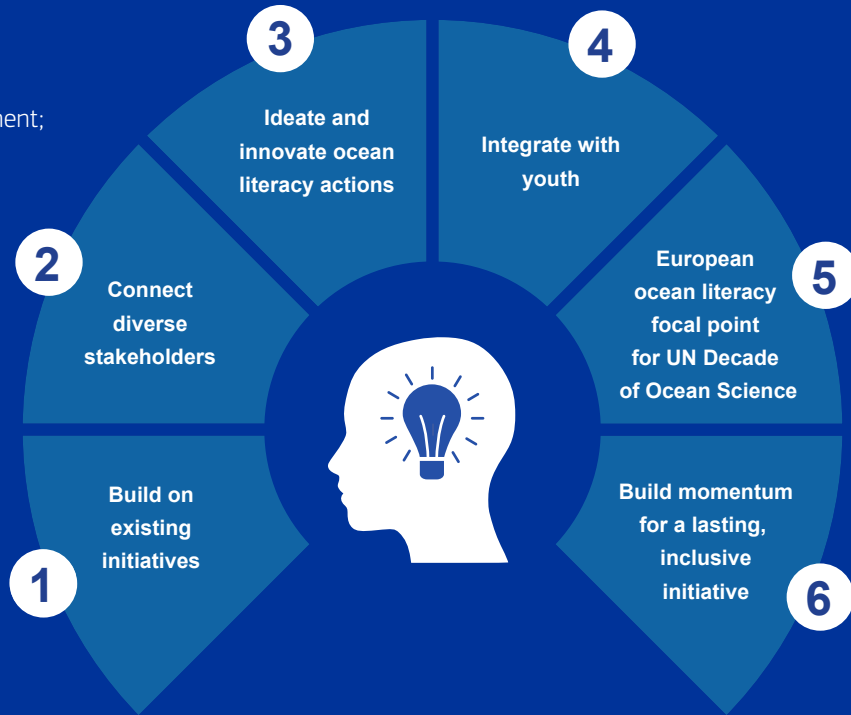
But that's not all, the EU4Ocean Platform also aims to **stimulate innovation in the sustainable blue economy** by bringing together entrepreneurs, researchers, and investors and **empower citizens** to act for the ocean by providing opportunities for participation in ocean-related initiatives.

# MAIN OBJECTIVES OF THE EU4Ocean PLATFORM



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- Increase Ocean Literacy;
- Connect stakeholders and initiatives;
- Promote sustainable ocean management;
- Support ocean innovation;
- Encourage citizen engagement;
- Provide access to information and educational resources.



# WHAT ARE THE BENEFITS OF JOINING THE EU4Ocean PLATFORM?



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Joining the EU4Ocean Platform provides an excellent opportunity for **sharing experience, mutual learning, building relationships and collaborating on Ocean-related issues**, with the potential to create new partnerships.

Organisations that join the EU4Ocean Platform can benefit from increased **visibility and exposure** within the ocean community and towards wider society.

Through participation in **workshops, conferences, and other events**, organisations can share their perspectives on ocean-related issues and add value to their existing activities.

The EU4Ocean Platform brings together **complementary expertise, resources, educational materials, data, best practices and tools** from across Europe to enhance Ocean Literacy. By working together, Platform members can increase the geographical scope of their activities and maximise the impact of their projects.

By directly **engaging with youth** through the **Youth4Ocean Forum**, organisations can support young leaders' activities, discuss innovative initiatives and contribute to the growing European movement in Ocean Literacy, as a contribution to international efforts and agendas such as the UN 2030 Agenda and the Ocean Decade.

By engaging with the **Network of European Blue Schools**, Platform members can share their expertise to help teachers bring the ocean into schools and learn about amazing projects carried out in schools.

Overall, joining the EU4Ocean Platform can help organisations **connect with a vibrant and engaged ocean community, align with European Union policies and initiatives, and contribute to a growing movement in Ocean Literacy.**





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Award ceremony at the EU4Ocean summit in 2022 celebrating progress in Ocean Literacy in Europe. (©EU4Ocean)



Panel discussion at the EU4Ocean Summit in 2022. (©EU4Ocean)



#MakeEUBlue  
#EU4Ocean

” *In my case, EU4Ocean encouraged me to actively participate in society involvement. We have now engaged with artists, sports-people and influencers to promote Ocean issues, and I wrote an article about it in a Spanish newspaper.*

**Laura Prieto**  
 Instituto de Ciencias  
 Marinas de Andalucía  
 EU4Ocean Platform member

#MakeEUBlue 



” *Being a EU4Ocean Platform member, we feel stronger. We have been doing local Ocean Literacy activities for many years. Joining the Platform and comparing our activities with other members, we know that our local initiatives correspond and support common European goals. As a local community/museum joining an international initiative, we feel ourselves committing to a really important and impactful initiative.*

**Jurgita Eglinskienė**  
 Lithuanian Sea Museum  
 EU4Ocean Platform member

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” *EU4Ocean provided me the opportunity to be part of European projects and events (Erasmus+, EU Researchers Night, Mediterranean Ocean Literacy Festival, etc.). Now I'm often invited as an expert for teachers' training on Ocean Literacy from the EU Blue Schools Network, and I'm also Chair of the WG Healthy & Clean Ocean.*

**Francesca Alvisi**  
 Consiglio Nazionale delle Ricerche - Istituto di Scienze Marine (CNR-ISMAR), EU4Ocean Platform member

#MakeEUBlue 



” *As new members of the EU4Ocean Platform, we have already benefited from access to its wide network. This allowed us to reach a larger number of stakeholders for an event we held during the Let's Make the Mediterranean Blue sea basin event earlier this year. We would like learn more and contribute further!*

**Niamh Flavin**  
 EUROFLEETS+ H2020 project  
 EU4Ocean Platform member

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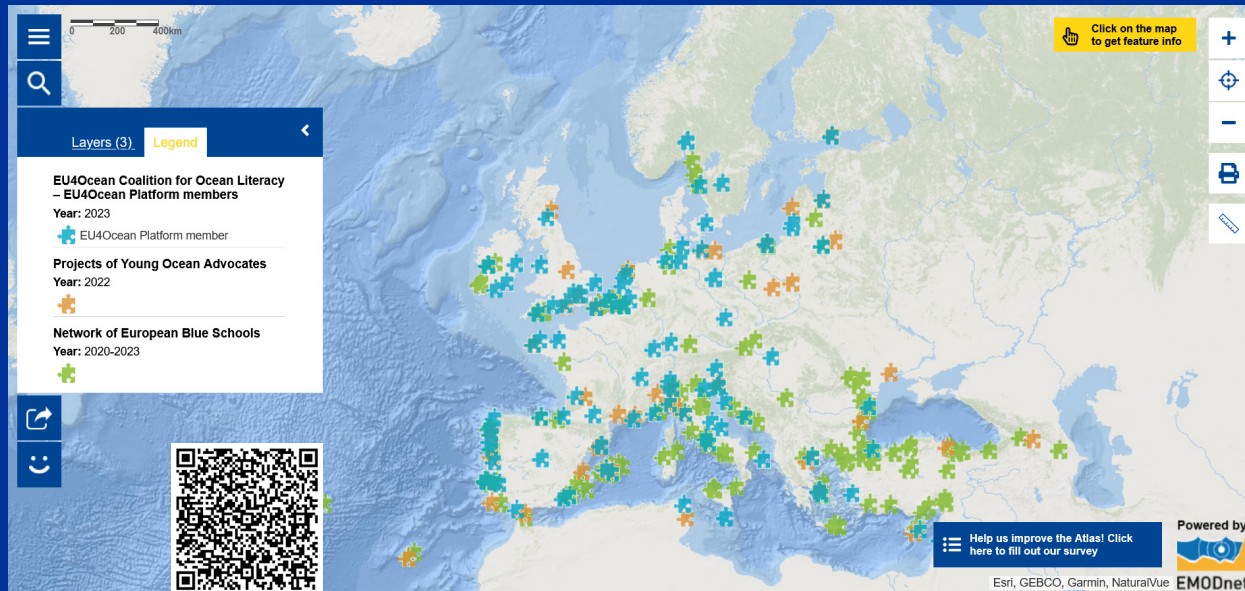


# WHO ARE THE MEMBERS OF THE EU4Ocean PLATFORM?



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The EU4Ocean Platform is constantly growing. Platform members span across **a wide diversity of sectors** including NGOs, academia, networks, museums, aquariums, education centres, SMEs, public authorities, intergovernmental organisations and media. Have a look at the latest list of members on the EU4Ocean Platform website!



Map of the members of the three EU4Ocean communities (European Atlas of the Seas, [www.european-atlas-of-the-seas.eu](http://www.european-atlas-of-the-seas.eu))

# WHAT ARE THE CRITERIA OF ELIGIBILITY TO BECOME A MEMBER OF THE EU4Ocean PLATFORM?



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Are you a European stakeholder involved in ocean literacy? Are you interested in becoming a member of the EU4Ocean platform? If so, you'll need to demonstrate your ability and willingness to meet a series of **eligibility criteria**.

It is important to note that stakeholders have a diversity of skills and resources, so you are not required to meet all eligibility criteria. However, you should strive to provide motivation, explanation, and concrete evidence to meet as many eligibility criteria as possible.

It's important to recognize that each stakeholder will bring specific skill-sets and offer multiple methods and levels of engagement. Some organisations may be willing to play a fully active role from the start, while others may need time to develop awareness, capacity, and resources in their country or sector. Individuals and organisations with an interest, but no prior experience in Ocean Literacy, or lack of access to resources, can also engage and feel part of the EU4Ocean Platform without commitment or active resource contribution.



Panel discussion at the EU4Ocean Summit in 2022 on ocean, climate and youth. (©EU4Ocean)



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To be eligible,  
you'll need  
to demonstrate  
your ability and  
willingness to  
contribute  
to the cause.

- You should represent a **key target group** such as science, policy makers and decision-makers, industry and business, financial institutions, media, civil society, art and culture, educational organizations, and initiatives;
- You should be able to explain how your sector or domain can **contribute to the efforts** of the EU4Ocean Platform and the wider coalition;
- You should already be actively working in the area of **Ocean Literacy**;
- Show how your **organisation's efforts** contribute to developing Ocean Literacy in Europe and provide examples of your work;
- Be motivated and able to **contribute resources and/or funding**, and be open to forming **new partnerships**;
- You should also demonstrate your **motivation** and **capacity to contribute** to relevant Ocean Literacy activities of the EU4Ocean Platform;
- You should integrate **youth** into all activities and be willing to **mentor** them.

# I WOULD LIKE TO JOIN THE EU4Ocean PLATFORM AS AN INDIVIDUAL. IS THIS POSSIBLE?



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Yes, the EU4Ocean welcomes the application of individuals as well as organisations, projects and networks.



The EU4Ocean Coalition and EU4Ocean award laureates at the European Maritime Day 2023.

# WHAT ARE THE GUIDING PRINCIPLES OF THE EU4Ocean COALITION?



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- **Leadership** for European Ocean Literacy: driven by active, motivated organisations and communities that can provide leadership, guidance and catalyse engagement in Ocean Literacy in Europe.
- **Inclusive**: connecting and empowering communities for real change.
- **Shared responsibility** for ocean preservation and engagement of all stakeholders and wider society.
- **Open and free** access to information and sharing of resources.
- A strong **voice for youth** with a strong pillar of youth engagement and leadership – reversing the traditional top-down relationship between adults and the Youth to a fair and balanced relationship.
- Raising the profile of **marine and maritime education** in mainstream education.
- **Innovative** in forming new partnerships, joint actions and co-designing new tools and solutions, building on existing activities and best practice.
- European focus, contributing to the delivery of the European Green Deal, but with an **international reach and contribution**. EU4Ocean Coalition activities are implemented in the context of the UN 2030 Agenda and the Sustainable Development Goals (SDGs), together with the UN Decade of Ocean Science for Sustainable Development and UNESCO activities in international Ocean Literacy.

# HOW COULD WE/I CONTRIBUTE TO THE EU4Ocean COALITION?



As a member of the EU4Ocean Platform, you would have **no legal obligations, but your active participation would be highly encouraged.**

One of the great benefits of being a member of the EU4Ocean Platform is the opportunity to participate in a **variety of events and activities** organised by the EU4Ocean Coalition. You would be invited to contribute to joint initiatives and participate in calls to action and expression of interest for the **Challenge of the Year**, all on a voluntary basis. Moreover, you could share with other members updates on your work, upcoming events, and calls for contributions. This would be a great opportunity to network with others across Europe and across sectors and potentially collaborate on **co-designed initiatives**. By contributing to online discussions and Platform meetings, you would be able to share your expertise and work together with other members towards a common goal. Additionally, you could propose a **commitment** to a particular activity or initiative that aligns with your interests. You would also have the opportunity to contribute to **coaching and mentoring activities** for **Young Ocean Advocates of the Youth4Ocean Forum**, or support the **Network of European Blue Schools** by contributing to **teachers' training**.

Overall, being a member of the EU4Ocean Platform is a rewarding experience that offers a variety of opportunities for engagement and collaboration with others who share a passion for protecting the ocean. **Join today and help make a difference!**





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# Key roles for EU4Ocean Platform members

- Committing to the EU movement and narrative of the EU4Ocean Coalition, acting as **informal ambassadors** to drive connection and momentum that drives societal change;
- Actively participating in the **EU4Ocean Platform meetings and activities**;
- Working proactively and synergistically in **topic-oriented multi-stakeholder environment**;
- Bringing **expertise and knowledge** (e.g. marine and maritime research, policy, conservation, management, education);
- Being open and inclusive, forming **new partnerships** and **co-designing ocean literacy activities**, actions and campaigns at multiple geographical scales;
- Offering expertise to **mentor and coach other members** of the Platform and the Youth;
- Engaging in relevant events and dissemination, contributing to planning and promoting EU4Ocean activities at European, national and local levels.
- As a member of the EU4Ocean Platform, you would have no legal obligations, but your active participation would be highly encouraged

# HOW IS EU4Ocean FUNDED? WHO MANAGES THE EU4Ocean COALITION?



EU4Ocean is a project funded by the European Commission.  
It is implemented by a consortium of 14 partners across Europe.

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# IS FUNDING AVAILABLE IN EU4Ocean?



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If you are interested in attending physical EU4Ocean meetings and/or in contributing to activities, whether as an individual or as part of a member organisation, please note that **travel and subsistence costs together with any staff time contributions will be at your expense**. However, the connections you'll make and the knowledge you'll gain will be well worth the investment.

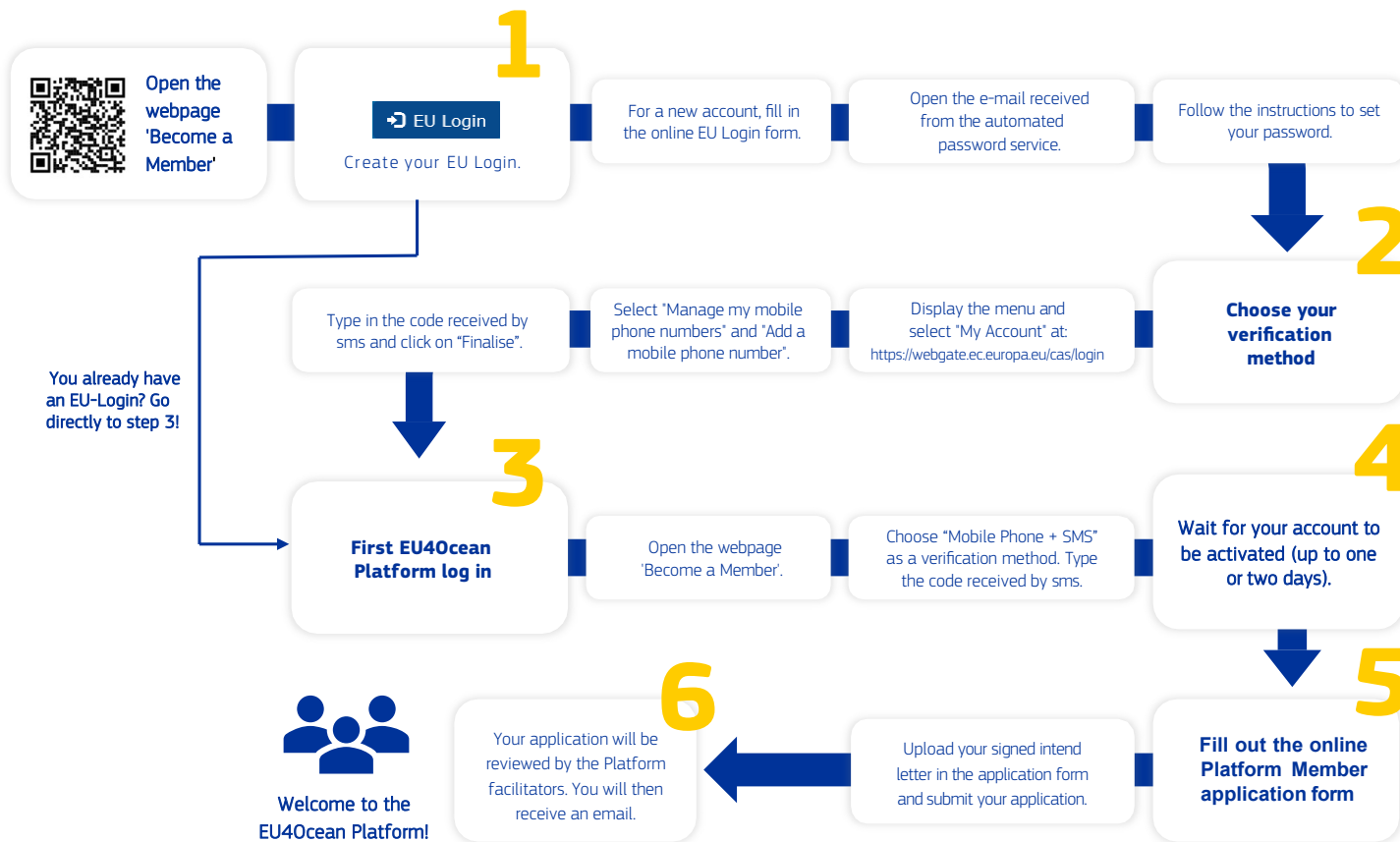
Every year, the EU4Ocean Coalition launches a **Call for the Challenge of the Year**. This is your chance to co-develop new initiatives with others that can make a real difference in promoting Ocean Literacy and sustainability.

If your proposal is selected, you'll receive **seed funding** to help turn your vision into reality. Of course, additional funding may be required to fully implement your initiative.

The EU4Ocean community is full of passionate individuals and organizations who are committed to working together for the good of the ocean. So, what are you waiting for? Start brainstorming your ideas for the Challenge of the Year, and get ready to make waves!



# HOW CAN WE/ I APPLY TO BECOME A MEMBER OF EU4Ocean?



# HOW IS EU4Ocean LINKED TO EUROPEAN UNION POLICIES AND INITIATIVES RELATED TO THE OCEAN?



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Through its actions, the EU4Ocean Coalition directly contributes to the objectives of numerous European Union policies and initiatives related to the ocean, and in particular to:

- the **European Union Mission 'Restore our Ocean and Waters'** which aims to protect and restore the health of our ocean and waters through research and innovation, citizen engagement and blue investments;
- the **European Green Deal**, including, amongst others, objectives related to climate change, protection of biodiversity and ecosystems and a healthy food system for people and the planet; and
- the new approach for a **sustainable blue economy in the European Union**.

Visit  
**EU4Ocean  
booth at EMD**



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# HOW IS EU4Ocean LINKED TO INITIATIVES ON OCEAN LITERACY AT THE INTERNATIONAL LEVEL?



EU4Ocean, a collaboration between the **European Commission, EU4Ocean partners, and the UNESCO Intergovernmental Oceanographic Commission**, is Europe's Ocean literacy hub. Starting in 2022, the alliance aims to enhance ocean literacy activities across the globe to empower society to take action for the ocean.

EU4Ocean aligns with the United Nations Decade of Ocean Science for Sustainable Development (2021-2030). **This global initiative aims at reversing the declining cycle of ocean health and promoting sustainable development by bringing together ocean stakeholders worldwide under a common framework**, ensuring ocean science supports actors in creating improved conditions for the ocean's sustainable development.



Summer School on Ocean Literacy & Collaboration held on 10-14 July 2023 in Matosinhos, Portugal. The Summer School was developed by IOC/UNESCO under the EU4Ocean framework and in the context of the UN Ocean Decade (2021-2030), with the support of CEIIA, CoLAB +ATLANTIC and Municipality of Matosinhos. (Summer School Ocean Literacy & Collaboration 2023. credit: IOC-UNESCO)



# WHAT ARE THE KEY ACTIVITIES ORGANISED BY THE EU4Ocean COALITION?



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**MakeEUBlue Awards**

Submit your ocean literacy initiative now!

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**EU4Ocean at the EMD**

Brest  
24-25 May

- Pitch stages
- Stakeholder workshop on ocean literacy
- MakeEUBlue Awards Winners Announcement
- Mobilising local authorities in strengthening blue education

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8 JUNE 2023  
TALK CEC, BRUSSELS  
2 PM

**WORLD OCEAN DAY 2023**

HOST: EU4OCEAN  
TOPIC: OCEAN LITERACY

EVERY **ACTION** - EVEN THE SMALLEST ONE - BRINGS CHANGE TO OUR **OCEAN**

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Visit our website to find more information about the EU4Ocean coalition

[www.eu-oceanliteracy.eu](http://www.eu-oceanliteracy.eu)

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**CALL FOR COLLECTIVE ACTION**  
**STRENGTHENING SKILLS IN OCEAN LITERACY**

Apply by **14 July**

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## QUESTIONS?

You can contact the Platform facilitators by email at



## WHERE CAN I FIND MORE INFORMATION ON THE EU4Ocean COALITION'S ACTIVITIES AND EVENTS?

Check the EU4Ocean Website on the Maritime Forum at

# CONNECT TO THE OCEAN AND DRIVE CHANGES



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